

D 102.76:12/8

August 1959



# Recruiting

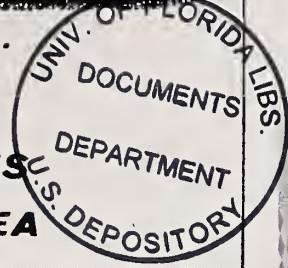
JOURNAL OF THE UNITED STATES ARMY



**SERVE in ST. LOUIS AREA**

**JOIN OPERATION...**

**ST.  
LOUIS  
AREA  
MISSILEMEN**



**Be Stationed  
at one of 4 U. S. ARMY  
NIKE-HERCULES SITES  
surrounding ST. LOUIS**

**Don't Delay  
PROGRAM ENDS JUNE 5**

**SEE YOUR ARMY RECRUITER Today**

NEWSPAPER MAT for local tie-ins.

OPERATION S-L-A-M (St. Louis Area Missilemen) scored a spectacular success in the St. Louis, Missouri, USARMS area, commanded by Capt Gerald M. Lang. On June 10th, the culmination date of the project, 118 men took the Oath of Enlistment for assignment to the Nike-Hercules missile sites in the surrounding territory. More than 300 parents, wives, relatives, and friends viewed the ceremony held at the Sheraton-Jefferson Hotel in the Boulevard Room.

Plans for OPERATION S-L-A-M began the first of April. At that time, a letter went to Fifth U. S. Army Recruiting District requesting approval. Then, as soon as Department of the Army approved the enlistment of 75 men in USARADCOM between May 15th and June 5th for assignment to the four Nike-Hercules sites around St. Louis, the USARMS personnel went into action.

Sgt Gerald L. Baker, recruiting publicity NCO, and MSgt Raymond B. Summers, operations NCO, visited the Nike sites at Homewood, Illinois. There they took pictures of the recreation rooms, reading room, living quarters, dining hall, and places of interest to prospective enlistees. They also took photos of men assigned at the site who had enlisted at St. Louis. This pictorial story of Nike sites was later to make a big hit at the local level for OPERATION S-L-A-M.

**OPERATION  
S-L-A-M**



MAJ GEN PARMER W. EDWARDS, deputy commanding general, U. S. Army Air Defense Command, Colorado Springs, Colo., addresses enlistees, parents, friends, and newsmen at the enlistment ceremony.

The Recruiting District's Silk Screen Shop in Chicago produced an attractive red and black lettered Camden poster titled "Serve in the St. Louis Area," and a Bumpa-Tel poster and window card with the same theme, all designed by the USARMS.

A news release was set up by the USARMS which recruiters could "localize" with minimum effort. To tie in with it, a two-column by four-column-inch newspaper mat was designed and purchased by St. Louis, and other mats, "Explore Your Future with U. S. Army Missiles" and "Train for a Future," were obtained through channels.

Two-minute spot announcements were prepared, which like the releases, could be easily "localized."

A booklet similar to one titled "Nike and You" furnished to St. Louis by the 4th Region USARADCOM, was produced by the USARMS Recruiting Publicity Office.

Quantities of the leaflet "The United States Army Air Defense Command" (LB 560 Rev) and the Fact Sheet "United States Army Air Defense Command" (F-109) were obtained.

Headquarters USARADCOM furnished each recruiting station with a set of nine Nike-Hercules photos.

Sets of four black and white, 35mm, television slides, including  
(Continued on page 4)





MSGT ARTHUR PICKERING of the U. S. Army Recruiting Service in Dallas, stands in front of the Army display watching the Circle Y Square Dancers of Dallas as they march around the circle. The occasion was the opening of the Mesquite Rodeo in Mesquite, Tex. The Army recruiters placed their display in the Mall of the Big Town Store for the two-day event.



LEFT TO RIGHT ARE MSgt Margan F. Butts, Army recruiter for the Tyler area, and MSgt Ann Pace, Dallas area WAC recruiter, with Misses Patricia A. and Sandra L. Clemens, twin daughters of SFC John R. Clemens, PIONCO of the Dallas USARMS, PFC Lillian Caston of the Medical Detachment in Fort Huachuca, Tex., and her sister. The young ladies modeled WAC uniforms on the occasion of the WAC birthday celebration.

## Take A Tip From Texas

United States Army recruiters of the Dallas, Texas, recruiting area believe in the old adage, "It pays to advertise." This is being proved by the many activities in which these recruiters participate. Their community activities, plus good, hard salesmanship have resulted in a record of over 100 percent of quota for the past 30 months.

SFC James W. Swofford of the Greenville Recruiting Station says, "I believe in assisting the people of Greenville in their many activities such as Scouting, VFW, and Memorial Day services and anything else which might help make Greenville a better place to live in. Then when the people of the community are approached with questions on military service, they send the young men to the Army recruiting station for the answers." The result of this sound public relations policy is close cooperation between the people of Greenville and the Army recruiters.

One of the many organizations Sgt Swofford has been active in recently is the Veterans of Foreign Wars "Hall Mark Post 4011." Now this activity will be increased as he was unanimously elected Post Adjutant. He was also asked to be the Master of Ceremonies for the Memorial Day service for the people of Greenville. Even though he is extremely active in civic affairs, Swofford goes all out to assist the Dallas recruiters make their goal every month.

SFC Eugene Loibl and SFC Carl E. Goodman of the Dallas Recruiting Station are also very active in community public activities. Sgt Loibl assisted in the regional

finals of the Teen Age Road-E-O at Farmers Branch, Texas, sponsored by the Junior Chamber of Commerce.

Sgt Loibl and Sgt Goodman were invited to participate in the welcoming of Capt Joseph G. Clemons and Mr. Gregory Peck at the Dallas Love Field Airport when they arrived for the premiere of the film "Pork Chop Hill." Capt Clemons was technical adviser for the film and it was his heroic exploit in securing and defending Pork Chop Hill in the Korean Conflict that was the basis of the movie. Mr. Gregory Peck is the star of the movie.

The staff of the Fort Worth Recruiting Station was also on hand to make these visitors welcome. With the assistance of the Army Reserve Armory, they set up a display of weapons that were used during the Battle of Pork Chop Hill.

These recruiters often assist organizations whose activities offer good tie-ins for Army recruiting publicity. Recently the Annual Mesquite Rodeo was held in Mesquite, Texas, with a big parade and a square dance in the new Big Town Store. The Dallas area recruiters took an active part in the parade and also had a large recruiting exhibit plus the extra public address system in the Mall of Big Town. The square dancing took place in front of the Army display.

Not to be outdone, the recruiters of the Sherman Recruiting Station and the Cleburne Recruiting Station assisted the Denison Round-Up Club of Denison to make its rodeo a big success. As a result the club gave SFC Simon King permission to put a big recruiting display at the entrance to the rodeo. The display included

a well-lighted globe of the world which shone in the darkness and called attention to the rodeo and to the Army exhibit. "Choice not Chance" and other Army announcements were broadcast over the speaker system by the rodeo announcer. These could be heard for many blocks.

Sgt Harry D. Pinyan of the Cleburne Recruiting Station went to the farthest point in his recruiting area—the little town of Dublin, Texas—to participate in rodeo activities. The editor of the Dublin paper and many citizens offered their assistance in meeting the enlistment goal each month. The editor stated he would use stories telling of men of the area who were going into Service and also what the Army has to offer young men.

The WAC recruiter, MSgt Ann Pace, also is a believer in good community relations resulting in the Mayor of Tyler making an official WAC Birthday Proclamation and then officially cutting the birthday cake. The twin daughters of PIONCO SFC John R. Clemens of the Dallas USARMS, with the assistance of PFC Lillian Caston and her sister, modeled a complete set of WAC uniforms. Sgt Pace and MSgt Margan F. Butts and MSgt Connie L. Wallace of the Tyler recruiting area held open house with cake and coffee at the recruiting station.

The Army recruiters of the Dallas Recruiting Area work as a team. When one area has a publicity stunt that needs extra help the other stations offer assistance. The result is a big happy family that endeavors to make the Army recruiters well known in Texas and to keep the public well-informed of what the Army is doing and has to offer.

# Operation S-L-A-M



COLOR GUARD participates in enlistment ceremony for OPERATION S-L-A-M.

a reproduction of the Camden poster and various shots of the Nike-Hercules were purchased.

At the same time, arrangements were in the making for the enlistment ceremony which was the climax of OPERATION S-L-A-M.

The Sheraton-Jefferson Hotel donated the Boulevard Room for the official ceremony, the Crystal Room for the reception, and the lobby for a display of the Nike missile.

Governor James T. Blair gave the USARMS the use of the Executive Office stationery for typewritten invitations to the parents and wives of men enlisting in OPERATION S-L-A-M. In addition, invitations to 85 city, state, and military leaders were initiated at the USARMS.

For a flight to the Nike-Hercules sites, Brig Gen William B. Bunker, commanding general, Transportation Supply and Maintenance Command, St. Louis, made four helicopters available to newsmen and visiting dignitaries.

Mayor Raymond R. Tucker of St. Louis agreed to greet and welcome visiting guests in his office.



MAYOR RAYMOND R. TUCKER (center) of St. Louis, greets dignitaries taking part in the enlistment ceremony and guests in his office. Miss Army and Miss Armed Forces took part in the occasion.

A guard from the metropolitan police force and permits were obtained for the helicopters to take off and land in the downtown plaza.

Publicity kits were prepared by the 4th Region USARADCOM.

On May 13th, recruiting supervisors met at the USARMS for planning orientation and at that time they received all materials for dissemination. The kick-off was set for May 18th and the cut-off for June 5th, with the official enlistment ceremony slated for June 10th.

News coverage for OPERATION S-L-A-M was tremendous. Approximately 1,743 column inches of print and 65 mats were published in newspapers besides a number of ads sponsored by local businessmen.

The 78 radio stations in the area carried a total of 4,546 spot announcements and about 45 interview-type programs.

Thirteen TV stations announced the news on OPERATION S-L-A-M a total of 260 times and used the TV slides 390 times. Ten live TV programs were set up to promote OPERATION S-L-A-M.



NIKE-HERCULES on display at entrance of Sheraton-Jefferson Hotel.



BUMPA-TEL provides a traveling ad for OPERATION S-L-A-M in St. Louis.

## **Operation S-L-A-M (Cont'd)**

Camden frames numbering 257 carried the specially designed poster during the entire promotion period.

A 15 x 45 foot illuminated billboard on a heavily traveled expressway was obtained for a hand-lettered ad, at no cost to the government.

As a result of all the publicity, so many young men wanted to join OPERATION S-L-A-M that St. Louis asked to have its original quota of 75 increased. When the cut-off date arrived, 135 men had been examined and only 16 rejected. One declined because in the interim he inherited 27,000 dollars.

As the men arrived for processing and were accepted, the Recruiting Publicity Office took a picture of each and forwarded the photo to the recruiter concerned who, in turn, presented it to the local newspapers.

On the day of the big ceremony, Mayor Tucker met the dignitaries in his office and they then proceeded to the Sheraton-Jefferson Hotel in a 19-car motorcade. After luncheon in the Boulevard Room, they departed by cavalcade with civilian and police escort to the downtown plaza where four helicopters were waiting. Together with newsmen they toured the Pacific, Missouri, Nike-Hercules site, where Maj Irwin Feineberg, project officer, 4th Region USARADCOM, oriented them. Next they flew over the site at Pere Marquette State Park, Illinois, and then returned to St. Louis.

In the meantime, enlistees' parents, wives, relatives, and friends gathered at the hotel and were seated for the swearing-in ceremony. As they arrived, Miss Army and Miss Armed Forces pinned name plates on the guests.

With the entrance of the Color Guard, the ceremony began. Col Arthur C. Piepkorn, chaplain, 102d Infantry Division, gave the invocation. Capt Lang welcomed the guests and members of OPERATION S-L-A-M. Then Col James W. Milner, executive officer, 4th Region, USARADCOM, administered the Oath of Enlistment to the men.

Mr. Bruce Barrington, president of Radio Station WEW, St. Louis, was master of ceremonies. He introduced the speakers: Maj Gen Parmer W. Edwards, deputy commanding general, U. S. Army Air Defense Command, Ent Air Force Base, Colorado Springs, Colorado; Col James N. Shigley, Fifth U. S. Army Recruiting District commander; Col Robert H. Kessler, assistant chief of staff for Military Applications and Training, U. S. Army Ordnance Missile Command, Redstone Arsenal, Alabama; and Mr. C. E. Bennett, representative of Western Electric Company, Inc., New York and guests including Col James W. Milner, executive officer of the 4th Region USARADCOM; Mr. David R. Calhoun, Jr., president of the St. Louis Union Trust Company and Civilian Aide to the Secretary of the Army for the St. Louis area; Honorable Norbert J. Jasper, state representative, Franklin County, Missouri, mayors of towns near missile sites and others.

Upon conclusion of the ceremony, Capt Lang invited all guests to an informal reception in the Crystal Room of the hotel, where parents, wives, and friends, as well as enlistees had the opportunity to meet some of the people who play a part in shaping the futures of men.

OPERATION S-L-A-M was the largest Nike enlistment project in Fifth U. S. Army Recruiting District to date and the most successful recruiting program of its kind in the Middle West.

## **Lawson Army Aviation Command Record**



**MOBILITY PAYS OFF** for SFC Joseph I. DeMarco, reenlistment NCO, Lawson Army Aviation Command, Fort Benning, Ga. His work on the red scooter has helped Lawson Command achieve a 35.65 percent standing to lead all major commands at Fort Benning in reenlistments for 1959.

Lawson Army Aviation Command leads the major commands at Fort Benning, Georgia, in reenlistments with a 35.65 percent standing for 1959, another feather in the cap of SFC Joseph I. DeMarco, reenlistment NCO for the command.

The percentages are figured by comparing the number of reenlistments with the number of persons eligible for discharge. A little better than one out of every three men eligible for discharge in Lawson Command this year has decided to "stay in."

Lawson Command finished with the best percentage at Fort Benning last year also, indicating the consistent job of Sgt DeMarco, who has a long record of reenlistment achievements.

The secret of reenlisting a man, according to Sgt DeMarco, is never "oversell the product."

"Present the facts, the advantages of Army compared to civilian opportunities and then leave the decision up to the man," he said.

"Success in reenlistment and recruiting work," according to the Sergeant, "is largely a matter of getting around and making yourself known and showing a genuine interest in the prospective reenlistee."

Sgt DeMarco's bright red scooter is well-known to personnel in all Lawson units. They know that the RE-UP slogans decorating the motor scooter are more than ornaments to the driver.

### **Incredible But True**



Pose the shade of Mr. Robert Ripley, for this photograph is in the style he loved to use in his "Believe It Or Not" drawings. It's MSgt Michael Coscone (right), recruiter from the Greenfield and Southwestern Vermont area, showing Maj D. J. Loslumbo, commanding officer, Springfield USARMS, his unique license plate for his civilian car, bearing the letters "ARMY." This rarity may not be good for car-plate poker players, but it certainly should go a long way toward good Army recruiting for Sgt Coscone.



**NEW MEXICO**—SFC Ruth M. Day, WAC recruiter, Albuquerque, New Mexico, receives the New Mexico State Flag from the Honorable John Burroughs, Governor of New Mexico.



**IDAHO**—Hon. Robert E. Smylie, Governor of Idaho, presents the State Flag of Idaho to SFC Margaret R. Stewart of the Baise, Idaho, USARMS.



**LOUISIANA**—WAC Recruit Mary E. Green (left) carried the Louisiana State Flag to MSgt Larena L. Smith (right), chief clerk of Museum's Historical Division, Fort McClellan, Alabama.

## United With Old Glory

"She Served with the Colors," is a phrase that sets a woman apart. It paints her in one swift stroke—a romantic and patriotic figure.

When one speaks of "Colors," the Nation's Flag comes to mind, but now that the Flag Room of the WAC Center at Fort McClellan, Alabama, is gradually filling with the many state flags, our patriotic young woman may say she has served with both her nation's and her state's flag.

We have shown many state flags being presented by governors or their representatives, DACOWITS members, and others, and we have been informed that many others have been presented to the Center, though we did not receive news releases or pictures of the events.

Our new state of Hawaii has informed us that a Hawaiian Flag accompanied a group of 20 Island girls who were recently enlisted by MSgt Lenora M. Smith, WAC recruiter in Hawaii. These young women have come from every major island

in the new State of Hawaii and are now in Basic training at the Center.

As this publication went to press, our information showed the following state flags had been presented to the WAC Center. Many other states have promised their flags and we hope to report in a later issue that "Old Glory" is surrounded by the fifty state flags.

### Flags Received

#### First Army

- Massachusetts
- New Hampshire
- New York
- Rhode Island
- Vermont

#### Second Army

- Maryland
- Ohio
- Pennsylvania
- West Virginia

#### Third Army

- Alabama
- Florida
- Mississippi

North Carolina  
Tennessee

#### Fourth Army

- Arkansas
- Louisiana
- New Mexico
- Oklahoma
- Texas

#### Fifth Army

- Colorado
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- South Dakota
- Wisconsin

#### Sixth Army

- Arizona
- California
- Idaho
- Montana
- Oregon
- Utah
- Washington

#### Military District of Washington District of Columbia



**WEST VIRGINIA**—Capt Beverly L. Lott (left), WAC recruiting officer for Alabama and Northwest Florida, accepts a West Virginia State Flag from Mrs. Rush D. Hall, DACOWITS member of Charleston, West Virginia.



**ARKANSAS**—Hon. Orval E. Faubus (right), Governor of Arkansas, presents the Arkansas State Flag to Capt Edith M. Hinton (left), WAC recruiting officer, Little Rock. In center is Maj Lawrence L. Goddard, CO, Little Rock USARMS, watching the presentation.



**OKLAHOMA**—Lt Governor George Nigh of the State of Oklahoma presents the State Flag of Oklahoma to 1st Lt Ann Callahan (center), WAC recruiting officer, Oklahoma City, as Pvt Mary K. Caak (left), an outstanding trainee on leave, looks on. Pvt Caak carried the flag to the WAC Center on her return from leave.



MONTANA—Maj Gen S. H. Mitchell, Montana State Adjutant General, presents a Montana State Flag to 1st Lt Agnes C. Schairer, WAC recruiting officer for Montana. WAC Recruit Caroline Page who is looking on will carry the Flag to the WAC Center.



TEXAS—Mrs. Oveta Culp Hobby (right), first Director of the Women's Army Corps, presents the Texas State Flag on behalf of Governor Price Daniel, to Sgt Mary Evans, WAC recruiter, Houston.



IOWA—Mrs. Frederic Lattner (center), a member of DACOWITS, presents the Iowa State Flag to Col Mary Louise Milligan, director, Women's Army Corps, on behalf of the National Society of Colonial Dames of America (Iowa). Pvt Linda Knause (left), just sworn into the WAC, carried the flag to the WAC Center.

## Flak and Yak

Flak is a hazard of war, to be expected and endured. Yak is also a hazard, especially if it is such that it "stretches the point" with promises that cannot be fulfilled.

The kind of Yak we are referring to is when a recruiter in the heat of a sales talk will tell a prospect that when Basic training is completed there will be a 10-14 days' leave.

This has been especially true in WAC recruiting. A high percentage of Wacs reporting to the Center claimed they were told they would get such leave upon completion of Basic training.

This is hardly ever feasible. Normally they can expect some leave upon completion of Advance training, but hardly ever on completion of Basic.

This kind of Yak may be a natural tendency and one which is hard to suppress, especially if the prospect is just on the point of "buying" and not quite convinced the Service is the best choice for her future. It may cinch that particular sale, but the eventual outcome is likely to be disastrous for the recruiter who did it.

A prospect who is led to believe one thing and is later disappointed can very often cause the recruiter to be shunned and ignored by other potential enlistees in the area. A letter home to a friend or parent, as to how she was given a "snow job" can create much havoc for the recruiter.

.There's no Flak flying now—and this should go for this kind of Yak too.

## A Home Run For Recruiting

Good community relations are generated through a variety of things, but they take time to show results. This is pointed up in an account of the off-duty activities of the recruiter in Sikeston, Missouri, SFC Harry R. Scheuren.

Last year, at the beginning of the baseball season, when he learned that the local Little League was in need of an umpire, he volunteered for the job. The experience turned out to be a lot of fun and it brought Sgt Scheuren in contact with many people he otherwise might never have met. True, the youngsters were not immediate prospects, but as the Sergeant put it, "They'll grow."

However, he didn't have to wait for his Little Leaguers to become eligible for the service to enjoy returns on his public relations efforts. Just two weeks ago, Mr. Gene Sawson, baseball coach of the Sikeston High School team called Sgt Scheuren and asked if he would care to umpire all the hometown games this year. What more could a recruiter ask?

As umpire for hometown high school games, the Sergeant will be in close touch with all the graduates and, as their friend, he will be called upon for advice, suggestions, guidance, and perhaps even old-fashioned gab sessions.

Grateful for the early returns on his Little League activities, the Sergeant attributes them to the fact that he takes an interest in his community and his friends and neighbors and their business; they in turn take an interest in him and his mission.

## Commander's Mail Campaign

A firm believer in the potential of the written word as an aid to strengthen community relations, Maj J. B. Moore, USARMS commander, Indianapolis, Indiana, proved his point through two personally conducted mail campaigns, one addressed to high school principals and the other to retired Army personnel.

In his letter to the educators, Major Moore expressed gratitude for the cooperation they had given local recruiters during the past year, and paved the way for continuance of this good working relationship by reiterating the Army's "Stay in School" policy.

To retired Army personnel residing in his territory, Major Moore introduced himself as commander of U. S. Army recruiting in the Indianapolis area, and then pointed out the influence they exercised, recruiting-wise, in their respective communities. Calling attention to present day career options, and the "Choice not Chance" program, he suggested that they become acquainted with their local recruiters' efforts and refer qualified young men and women to them.

The effects of Major Moore's personal letter campaigns have been gratifying all the way around. Centers of influence files have taken on an expansive, healthy look and many new doors have opened. Hoosier recruiters are going all out in appreciation of the backing their USARMS commander is giving them at the grass roots level.

# "Father Knows Best"

Everyone is familiar with testimonial ads and letters from satisfied customers, which speak glowingly of some product. The thought may come to mind, "That's what they say." On the other hand, if it's an Army ad which shows a young soldier speaking of enlistment benefits, a young man might think, "That guy's not much different from me and it must be true."

But when a letter is written by the father of a girl who has just enlisted, and he happens to be an Army recruiter, then there is believability. There's nothing as effective as a letter of this kind in selling Army enlistments. Show it to the next WAC prospect who enters your office.

U.S. ARMY RECRUITING STATION  
Post Office Building, Room 312  
Topeka, Kansas

SUBJECT: Report on Visit to Fort McClellan, Ala.

\* \* \*

1. I submit with enthusiasm this report on my recent visit to the WAC Training Center, Fort McClellan, the nature of which, primarily, was to accompany my daughter, a recent enlistee in the Women's Army Corps.

2. The visit afforded me an excellent opportunity to observe at first hand the training facilities and the thorough methods of training and instruction which are available to the members of the Women's Army Corps. There have been few instances in my Army experience when it has been my pleasure to observe a higher morale or a stronger esprit de corps than was displayed at the training center. I came away feeling that here, indeed, is an excellent place for my daughter to receive her initiation into the military life.

3. From the moment of our arrival on 11 June until my departure on 13 June I was treated with every courtesy by everyone at the Center. Lt Col Powers, commanding officer of the training center, extended a warm welcome and an invitation to observe and inspect all facilities at the Center. We were assured that all activities were open and available to us for observation. Interviews with members of the Women's Army Corps who had been processed through the Kansas City Recruiting Main Station were arranged. In every case all were enthusiastic and filled with great ambition for a useful life in the military.

4. The Public Information Section at the Center briefed us on activities before we were given the grand tour. I particularly desire to express my appreciation to Captain Lillian Baker, Assistant Information Officer and Sp5 Joann A. Jones, Information Clerk, Public Information Office, who gave unstintingly of their time in making our visit comfortable and informative, explaining points of general interest and highlighting activities of special interest. One or the other accompanied us at all times during the stay at the Center. On numerous occasions, because of limited Government transportation, their private automobiles were used to transport us on the tour.

5. In summation, this tour was highly revealing to me as a recruiter. I strongly recommend a visit to the training center to those recruiters who may be lethargic or who may lack enthusiasm for the WAC program. I believe a visit will bring a decided change in attitudes. I feel the Army offers its women applicants the tops in training, top facilities to receive that training, top cadre to initiate them into the military, and full opportunity to develop and become a useful and integral part of the Army system. The Army offers all these things at its WAC Training Center at Fort McClellan, Alabama. It's all there for the women. All they need do is reach out, take it, and make good use of it. After that it's squarely up to the women.

/s/ Albert B. Kaufman  
SFC, US Army Recruiting Service

## The Stranger Within Our Gates

Small courtesies and a kindly word or two tend wonderfully to bolster the morale of a man in a strange environment. They cost the giver nothing, but mean a great deal to the recipient.

The average prospect finds himself in surroundings wholly strange the moment he enters the recruiting office to enlist. As a recruit his entire subsequent military career may be colored by the treatment he receives during the first few months until he has had time to get used to his new status.

A few kind words will start him off right, and breaking him in is much the same as saddling a young horse. It requires a combination of firmness, gentleness, and persistency.

Brusque matter-of-factness may start him off wrong.

## Advertising Report

## New Television Commercials

Here's a "sneak preview" of the 1960 Army television commercial series. Produced in both one minute and 20 second lengths, these spot announcements will soon appear on TV screens all over America—on "Command Performance" and through public service programming.

The scenes on the opposite page have been selected from six commercials in the new pool. Not illustrated are the two previously released spots devoted to the Graduate Specialist and "Choose-it-Yourself" enlistment options.

Stressing opportunities for travel and fun, the *Army Nurse Corps* film describes the life of an Army Nurse stationed at Tripler Army Hospital, Honolulu.

An interesting, glamorous job—that's the keynote of the *WAC Enlisted* commercial placed in a San Francisco setting. The Bay City's famous cable cars—and its equally well-known Chinatown—team up to prove that a Wac can find a wonderful world of romance right in the U.S.A.

The Male Enlisted *Travel* spot dramatizes a young gas station attendant's discovery that his travel dreams can come true in today's Army. "Choice of travel BEFORE enlistment" is the point hammered home at the conclusion.

"Choice BEFORE enlistment" also forms the theme of the *Combat Arms* commercial—which emphasizes the up-to-the-minute equipment used by today's Infantry, Armor and Artillery.

Where is the heroine of the *WAC Officer* commercial stationed? Where else but Paris—with its exciting social and cultural opportunities. This film shows that a WAC officer enjoys a challenging, executive job—working for a *world-wide* organization.

"There's a honey of a deal with your name right on it!" So buzzes the bee in the *Prior Service* animated spot. Buzzing in the ears of former Army men, the bee spreads the good word about the Army's Prior Service program.



ARMY NURSE CORPS



WAC ENLISTED



TRAVEL



COMBAT ARMS



WAC OFFICER



PRIOR SERVICE

# Floats — Publicity Props For Civic Parades

## New Haven's Flexible Float

Three commercial organizations combined forces and funds to co-sponsor a recruiting float for the New Haven USARMS. Liaison man responsible for such diplomatic negotiations was SFC Paul Van Kavelaar, RPNCO, New Haven USARMS.

The float was constructed by a commercial sign company under the sponsorship of three public-spirited firms in Connecticut—the Travelers Insurance Company, Connecticut Light & Power Company and the Hartford National Bank & Trust Company.



ORIGINAL FLOAT constructed for New Haven USARMS participation in Armed Forces Day Parade, Hartford, Conn.

The original cost of \$450 for the float was subscribed equally by each of the companies. Designed specifically for Armed Forces Day in Hartford, Connecticut, the float was later modified for the "Connecticut Yankee" ARADCOM program.

The refurbished float has appeared in Memorial Day and Flag Day parades in New Britain and Willimantic, and will be on continuous display for state and county fairs in the state of Connecticut.

Another example of "sponsorship" in aiding the recruiting mission of First U. S. Army.



REDESIGNED FLOAT, sponsored by three major organizations in Connecticut, now used for ARADCOM recruiting.

## At Myrtle Beach Festival



With parade time in full swing again, this float, the work of members of the Fort Jackson, S. C., USARMS, is appearing at community affairs. The local WAC recruiter and three Wacs from Fort Jackson are riding on the float in the parade at Myrtle Beach Sun Fun Festival. Left to right are PFC Brenda Bowers, PFC Ethel Smith, PFC Dixie Ganzales, and Sgt Charlotte Dredett.

## Third Place Winner



The Atlanta, Ga., USARMS entered this float with an Alaska-Hawaii theme in an Armed Forces Day Parade in Thomasville, Ga. The float placed third among 28 floats. Approximately 50,000 people viewed the parade.

## Los Angeles USARMS Prepared for Parades

The U. S. Army Recruiting Service float, sponsored by the Los Angeles USARMS, appeared in the recent Reseda Jubilee, Reseda, California. On the float with Miss Reseda were MSgt Wallace Bell and WAC Sgt Mary Johnson, both Army recruiters of the Van Nuys-Reseda area.

The float has been entered as a spectacular in some 30 parades to date and is slated for participation in 16 future parades, including the annual Hollywood Parade of The Stars. As a tangible publicity prop available to assigned recruiting personnel, the float becomes a strong weapon in the public relations program from which stems the majority of their public service publicity in direct support of their day by day effort. Since parades, by and large, are chairmanned by civic-minded citizens, the Army recruiter with such an entry supports his community in its effort at civic development.

The float is just one of nine different designs. Completely mobile and self-propelled, the float measures 24 feet long and 18 feet wide, at the highest point it measures 17 feet. The missile was built as a shop project at a local high school by soldiers of America's Army of the future.



LOS ANGELES USARMS FLOAT carrying MSgt Wallace Bell and WAC Sgt Mary Johnson, Van Nuys, Calif. Army recruiters, and Miss Reseda, Cleone Cheney.

## Record Enlistment Day

Recruiters in the San Antonio, Texas, area set two enlistment records for that vicinity on what was described as "a memorable Memorial Day," by Capt Norman J. Stevens, commanding officer, San Antonio USARMS.

A record was established for the largest number of Women's Army Corps enlistments in a one-day period. This, combined with the day's Regular Army enlistments, set another record for the largest number ever enlisted in one day.

Altogether, a total of 30 men and women received the Oath of Enlistment. WAC enlistments accounted for the addition of eight new members to the Corps, with the Regular Army getting 22 recruits.

Lt Col Lois W. Ochoa, WAC staff advisor, Fourth U. S. Army, administered the Oath of Enlistment to the women. Capt Stevens performed this duty for the men.

KONO-TV, San Antonio, provided area television coverage. Arrangements were made through cooperation of Mr. Key Herbert, news director. Mr. Jim Logan, KONO-TV news photographer, shot the film sequence.



A GROUP OF U. S. ARMY ENLISTEES, excluding four passers-by, set two records for the San Antonio, Tex., USARMS. Capt Norman J. Stevens, commanding officer, briefs the enlistees, assisted by MSgt Loyce B. Dennington, chief recruiter.



A RECORD NUMBER of Women's Army Corps enlistees at the San Antonio USARMS get a briefing. Lt Col Lois W. Ochoa (second from right), WAC staff advisor, Fourth U. S. Army, administered the Oath of Enlistment. MSgt Delta R. Agee, WAC recruiter, conducts the briefing.

# Displays For All Occasions

Look What You Can Do!



An 800-pound HAWK missile and telephotographs of the missile system are displayed at the Merchants National Bank of Boston. Boston, Mass., recruiters provided appropriate recruiting material for an impressive display.



Approximately 23,000 persons viewed this window display in Sattler's Department Store, Buffalo, N.Y. Materials for the display were obtained by SFC Joseph H. Guskie of the Buffalo Recruiting Station.



Rochester, N.Y. recruiters set up a novel display in a special exhibit at the War Memorial Auditorium. The display was a replica of a WAC dorm room complete with living room furniture, TV set and bookcase. Two female mannequins displayed the WAC summer whites and summer greens. The occasion was the Home, Flower and Garden Show, sponsored by the Rochester Home Builders Association.



U.S. Army recruiters of the Orlando, Fla., Recruiting Station supported local showings of "The Perfect Furlough" with this attractive lobby display in the Astar Theater in downtown Orlando. The display was tied in with radio and television announcements throughout the area. MSgt James C. Meachum of the Orlando station arranged for this display and another one placed at the candy counter in the theater lobby.



A new Third U. S. Army Recruiting District display, with letters and background illuminated with black light, is on public view in Miami, Fla. The exhibit was designed and constructed by MSgt Monival Cairns, Publicity Branch, Hq Third U. S. Army Recruiting District, Fort McPherson, Ga. It features miniatures of the Army's "Jupiter C" missile and "Explorer" satellite and a striking model of the earth with satellites orbiting about it.



This U. S. Army recruiting message is emblazoned on the wall of a large high school stadium at Green Cave Springs, Fla. Responsible for its appearance is MSgt Ed D'Arcy-Clarke of the Jacksonville, Fla., USARMS. Cost of painting the sign was \$63. Cooperating with the recruiter were Clay County School Superintendent Harris C. Long and James A. Parker, principal of the high school.

## Recruiters Believe In "Do-It-Yourself"



U. S. Army advertising in the Shreveport, La., area attracts prospects to the USARMS where this display serves as a "clincher" to get them inside. Art work for the display was done at the USARMS. Colors are in eye-catching red, white and blue with a contrasting gold color for the lock and key.



As a supplement to area advertising, this display at the Shreveport USARMS is designed to attract prospects in that vicinity. Arrangement of missile models provides excellent composition for the display which emphasizes the attractiveness of an Army career. Missiles are trimmed in red to contrast with the over-all theme of blue and white.

# Sgt Weaver —

## A Personal Portrait



A CARICATURE of Sgt McCarter C. Weaver, recruiter, Shreveport RS, represents the actions he employs to consistently exceed his assigned recruiting objective. (Drawing by PFC Andrew F. Wages, Jr., illustrator, Fourth U. S. Army Recruiting District.)

A caricature of the successful Army recruiter, conceived from a success story submitted by a Shreveport, Louisiana, recruiter, would depict a smiling individual with an oversized head, a parabolic-type ear, one hand extended in greeting, the other busily distributing publicity materials, while both feet churn up the ground.

Sgt McCarter C. Weaver has been designated the Top Recruiter of the Month for the Shreveport USARMS twice in the seven months he has been assigned a recruiting objective. When queried on how he managed this feat, he supplied the story on which this disproportionate character was conceived.

The smiling countenance suggests a love for recruiting duty and the United States Army. The sergeant's story lists this as the prime motivational factor which helped him do an above average job.

An oversize head represents the need for vast mental facilities to retain the reference material required in contacts with centers of influence and everyday recruiting endeavors. Sgt Weaver pointed out that everybody he meets, or even sees on the street, becomes a center of influence for him. This becomes possible through conversations and the simple expedient of

eavesdropping, in a discreet manner, when it becomes necessary to gain information leading to a prospect. This also accounts for the parabolic-type ear, always seeking information.

Both hands simultaneously busy refers to the necessary requirement for the recruiter to sell himself and the Army to the community to gain the public trust and good will. The sergeant accomplishes this through sincere and warmhearted handshaking amenities and through the proper distribution of publicity materials.

Churning feet emphasize the necessity for keeping constantly on the move to insure that no stone is left unturned when it comes to enlisting young men and women into the Army.

Initially, the sergeant secures the name of a prospect. Once he gets the name, he then begins a series of operations to determine the prospect's qualifications for enlistment, which he sums up as, "Can the man use the Army, and can the Army use the man?" This is done before he meets or approaches the individual.

It normally takes the sergeant two weeks to conduct a personal background investigation. This includes an off-the-record



SGT McCARTER C. WEAVER, Shreveport RS, holds a top recruiter award which was presented by 1st Lt Patrick A. Steel, recruiting officer, Shreveport USARMS. Sgt Weaver has been designated twice as Top Recruiter of the Month for the Shreveport area.

police check, an informal inquiry with the prospect's acquaintances to determine the prospect's likes and dislikes, his favorite sports, and other pertinent information. Then he meets the potential enlistee's parents. After this is accomplished, he talks with the prospect to sell his product—an Army enlistment.

Regarding publicity, the sergeant liberally distributes materials in the places where he has found they do the most good. In his area, the small town and rural communities afford the best outlets for these materials. Publicity in this respect is used as an AID to recruiting, with the realization that it will not secure the enlistment.

When it becomes necessary to miss the scheduled itinerary stop, he insures that information is displayed so that prospects will know where to contact him, and when he will be in the area again.

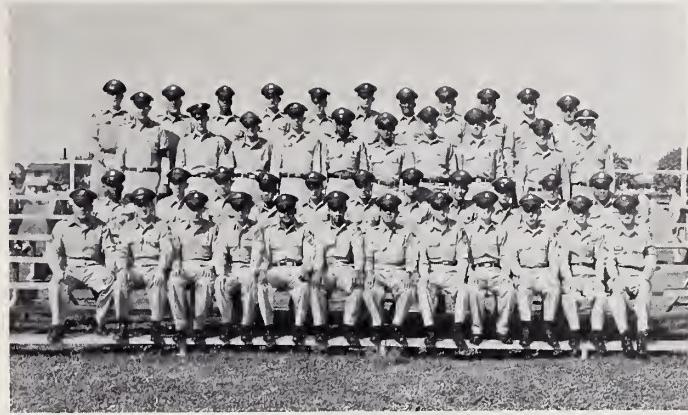
Perhaps Sgt Weaver's formula will not work for every recruiter, however, it has paid off for him. For the seven months he has been assigned an objective, he has an over-all percentage of 142.

Summing up, the sergeant explained that his modus operandi boils down to, "Getting the name, then getting the man!"

## Power For Peace



Seventeen men were sworn in at reenlistment ceremonies in the Post Re-enlistment Office at Fort Huachuca, Ariz., an Armed Forces Day. The Post Re-enlistment Officer, Lt William J. Delang, stated that this was unique because it was probably the largest group reenlistment held in Arizona. Col Elbridge Bacon, inspector general, Fort Huachuca, shaking hands with SP5 Harold Banks, conducted the swearing-in ceremonies.



In keeping with the theme of Armed Forces Day 1959, 41 men were re-enlisted at Fort Dix, N. J. Twenty-eight of the enlistments were initial entry into the Regular Army with a combined service obligation of 188 years. The group is flanked by the Post Re-enlistment Officer, Lt J. J. Schwartz, and three career counselors, SFC Fred W. Hilton, SFC Edward S. Davis and SFC Harald E. Browning.

## New Crop of Regulars



The word "first" can mean good publicity for the Regular Army. The "first" in this case is the enlistment of New Castle, Pa., high school seniors of the class of 1959. This picture and story were used in local newspapers, on the radio, and by the local TV station, resulting in all around publicity. MSgt John T. Bilpuch, recruiter at New Castle, is exchanging senior hats for the Army Green headpiece.



The Buddy Plan paid dividends for Provo, Utah, recruiters when seven young men from that community enlisted as a group. Being sworn in by Capt Anthony F. Matta, commander, Salt Lake City USARMS, are (left to right, front row) Cecil R. Brown, Michael M. Anderson, Sydney A. Goad and Ralph D. Burnside; (rear row) Ronald W. Jacobsen, Larry M. Mattison and Richard G. Williams.

## Souvenirs—A Lure To Travel

"Souvenirs of those who have traveled the world in modern Army Green," is the theme of an attractive and unique display which emphasizes travel opportunities to prospects in the Houston, Texas, area.

The display, which consists of souvenirs belonging to USARMS personnel, was devised for trade fairs and as a supplement to other prestige-type displays on hand.

To house the items of interest, a display case was designed and constructed by PFC Paul D. Jones, Houston USARMS.

Souvenirs range from chopsticks and sabers to figurines and footwear. They represent collections from different parts of the world. Each article is labeled with pertinent information and lists the country of origin.

When not in use, the display stands in a hallway at the USARMS providing a conversation piece for recruiters to gain a better rapport with prospects.



**WORLD TRAVEL** is represented in this display case which was designed to attract prospects in the Houston, Tex., area. The display case contains souvenirs which belong to personnel at the USARMS.

# Passing Parade Of Certificates



Col W. M. Van Antwerp, commanding officer, First U. S. Army Recruiting District, presents a Certificate of Appreciation to Mr. Arthur I. Corby, Eastern District sales manager for Kent cigarettes, for his public-spirited contributions in aiding the mission of the U. S. Army Recruiting Service.

## Recruiting for WAC Officer Selection Program

Four young women were awarded Certificates as Honorary Recruiters for their enthusiasm and help in the interest of the WAC Officer Selection Program in the Sixth U. S. Army Recruiting District.

These four young college students participated in the WAC College Junior Program last year when they spent four weeks

at the WAC Training Center, Fort McClellan, Alabama. On their return to college the girls told their friends and classmates of their experiences at the Training Center, how much they enjoyed their brief stay there, showed pictures they had taken and instilled a great deal of interest in many other students.

In appreciation of their interest and their "recruiting" each girl was presented a certificate. The Sixth U. S. Army Recruiting District Art Shop produced the certificates at the suggestion of Capt Mildred G. Qualls, WAC selection officer, Headquarters Sixth U. S. Army Recruiting District. Each was personalized and carried a picture of the girl concerned. The certificates were blue, with a helicopter in the upper left hand corner, a missile in the upper right hand corner, two Army men in the lower right and the girl's picture in the lower left hand corner. A large Pallas Athena insigne in gold was imprinted in the middle and the girl's name printed over that.

Marjorie Gould and Carol Gardner from Washington State College, Pullman, Washington, were presented the certificates by Col William Bailey, commanding officer, ROTC Unit, Washington State College, and Mary Jo Jwayad and Lorna Troychak from Marylhurst College, Portland, Oregon, were presented the certificates by Lt Barbara J. Kyle, WAC recruiting officer, Portland USARMS.

Mary Jo Jwayad was so impressed by her visit to the WAC Training Center and the life of a Wac, she followed her own advice and applied for a commission. Immediately after receiving her diploma on graduation night, she was commissioned a Second Lieutenant by Lt Col Lenore Price, WAC staff advisor, Sixth U. S. Army.

From the publicity and enthusiasm these four girls passed on, a number of applications for commissions have been received from both colleges. It is anticipated that this program will grow in popularity among the colleges where young women have had a sample of the life a commissioned officer in the Women's Army Corps leads.



Marjorie Gould of Washington State College, Pullman, Wash., is presented a Certificate as Honorary Recruiter by Col William Bailey, commanding officer, ROTC Unit, Washington State College, for her help in the interest of the WAC Officer Procurement Program.



Two college students from Marylhurst College, Portland, Ore., receive Certificates as Honorary Recruiters for their help in the interest of the WAC Officer Procurement Program. Left to right are SFC Annie B. Hawkins, WAC recruiter, Portland USARMS; Lorna Troychak; Mary Jo Jwayad; Lt Barbara J. Kyle, WAC recruiting officer, Portland USARMS; and Sgt Melba Magnuson, WAC recruiter, Portland USARMS. Miss Jwayad received her commission as a Second Lieutenant after receiving her college diploma on graduation night.



Mr. Harlow Graham, general chairman of the Siouxland Exposition and Sports Show, Sioux City, Ia., is presented a Certificate of Appreciation by MSgt Kenneth Elstad, NCOIC of the local recruiting station, while MSgt Herbert Woudenberg, area supervisor, looks on. The U. S. Army Recruiting Service display at the Exposition featured the Hawk missile, provided by the U. S. Army Exhibit Unit, and attracted thousands.



Mrs. Fae Brines, the first woman in Idaho's Selective Service System to receive a Certificate of Recognition, smiles broadly at recruiter Sgt Donald Lane. Mrs. Brines is the clerk in Mountain Home, Idaho, located 10 miles from Mountain Home Air Force Base. Her assistance in a town so near a large air base is well appreciated by Sgt Lane and the USARMS. Lt Joseph Bongiardina, information officer, presents the award.



Capt John E. Morris, executive officer of the Newark USARMS, presents a Certificate of Appreciation to Tony Randall at Mount Holly, New Jersey, where the TV and screen actor was filming a TV subject called "Secret of Freedom" to be released in the fall through the National Broadcasting Company. During his stay in Mount Holly, Mr. Randall cooperated with SFC Eugene R. Edwards of the Camden Recruiting Station by making a tape recording on recruiting for a local radio show which Sgt Edwards conducts.



Mr. James F. Williamson (center), real estate manager of the General Outdoor Advertising Company in Richmond, Va., is presented an Honorary Recruiter Certificate by Lt Col Gerald M. O'Neill, Richmond USARMS commander. Looking on is Mr. Gilbert R. Spector, assistant manager of the Richmond GOA office. The award was made to Mr. Williamson in recognition of the outstanding service his agency has rendered the Recruiting Service in the Richmond area.



A Third U. S. Army Certificate of Achievement is being presented to officials of Local Draft Board #52, Smithfield, N. C., for their support of the U. S. Army Recruiting Service activities. Left to right are Maj Joseph L. O'Connor, commanding officer, Raleigh USARMS; Mrs. Esther Evans, clerk; Mrs. Margurite Creech, chief clerk; MSgt Jasper C. Inscoe, recruiter; and Mr. Willie Gaskins, chairman of Board #52.



A Third U. S. Army Certificate of Achievement is being presented to Mr. Lockey Martin, owner of the Young Roofing Company, Durham, N. C., for his support of the U. S. Army Recruiting Service activities, by SFC Clarence K. Grimes, commander of the Durham RS. Maj Joseph L. O'Connor (left), commanding officer of the Raleigh USARMS, holds a photo of the recruiting float which has been sponsored by Mr. Martin's firm for the past two years.



# U. S. ARMY RECRUITING PUBLICITY 'PROPS'

**RE-UP!**  
**ARMY**

## U. S. Army Ads — August 1959

### Opportunities For High School Graduates

(Full Page — Two Color)

(How To Make Your Diploma Pay Off In Military Service)

National Future Farmer

Sport

Sports Review

(Complete Your Education In Today's Army)

Science & Mechanics

### Reenlistment Ads

(Full Page — Black and White)

Army Times—Aug 8

(From Scout to Sconner)

Army Times—Aug 22

(Tote that Log to Mechanical Spinning)

(Full Page — Four Color)

American Armed Forces Features

(Army's Flying Soucer)

### Surgeon General's Office

(Full Page — Black and White)

### Dentists

(Let An Army Internship Open The Door To Your Dental Career)

Journal of American Dental Association

### Props in Production

**DO NOT request any of these materials until after you have received your automatic distribution or they have been listed below as "Now Available For Requisitioning from MPPD-TAGO."**

#### In Production For Automatic Distribution

STRAC Option Folder — LB-694

Airborne Option Folder — LB-695

Travel Option Folder — LB-696

Pocket Guide for MOS Option Folders — LB-678

"Choice of 107 Courses" August Camden Poster and Window Card

"Young Ladies: College Juniors" Poster and Window Card

"Young Ladies College Juniors Prevue . . ." Folder — LB-509 Rev

Meet the Modern Army — LB-615

WAC Reenlistment Booklet — LB-702

Reenlistment Booklet, "A Word to the Wise" — LB-703

#### In Production for Ordering From Stock

Pick Your Vocational Training

U. S. Army Bands Option Folder — LB-466 Rev 2

### Now Available For Requisitioning From MPPD-TAGO

(General)

Insignia Poster — 87-36

Enlisted Pay Folder — 85-776

Soldier Die-Cut, 21" Summer and Winter

Sorry I Missed You Recruiter Calling Card — 91-48

MOS Chart (Small) — LB-507 Rev

Male Enlisted Direct Mail Piece

May I Extend My Hand To You — 83-600

Take Ten — 611-162

The World Is Waiting Pamphlet — 89-112

Fact Sheet For New MOS Options — 93-128

Choose-It-Yourself, 24-sheet billboard poster — 810-224

USARADCOM Option Folder — 83-618

(For Educational Counselors)

Helping Youth Face The Facts of Military Life — 810-192

(Facts On Continuing Education While In Service)

Straight Talk About Staying In School — 87-62

The Army and Your Education — 810-196

(For High School Graduates)

Special for High School Graduates and Seniors Only

Be A Graduate Specialist, 11 x 14 car card — 812-278

Be A Graduate Specialist, 24-sheet billboard poster — 812-274

(Options — Non-Prior Service)

Army Security Agency Option Folder — 81-462

(Parental Booklets)

Pathway to Maturity — 75-510

What Are Your Son's Chances of Making Good?

### Women's Army Corps Materials

WAC Die-Cut, 21" Summer

WAC Die-Cut, 67" Summer

WAC Enlisted, direct mail piece — C-32

Executives Wanted, WAC Officer — LB-476-Rev

Women's Army Corps — 810-216

The World Is Yours — 810-220

Your Ticket To World Travel — LB-327-Rev 1R1

Preview — 810-212

After Graduation Make Your Dreams Come True — 710-226

Choose Your Job — 84-662

### Reenlistment Publicity Materials

RE-UP Army Bumper Stickers — 710-248

Replacement Cards for RE-UP Interview Guide — LB-418 Rev

RE-UP Army Vehicle Decal — 92-88

90-Day Wondering — handout — 810-168

Career Counselor, 11 x 14 window card without easels — 83-632

(Reenlistment Option Folders)

Guided Missile or Special Weapons Training — 89-110

Direct Assignment To Army School Of Your Choice — 86-4

Advance Through Army Training — 87-32

## **Radio**

### **Transcribed Weekly Programs**

#### **Army Bandstand —**

Featuring the music of the U. S. Army Band Orchestra conducted by Maj Hugh Curry. Tunes and talent appearing on August's programs are:

*Program 60* for release week of August 3 features the U. S. Army Band Orchestra and guest star U. S. Army Pvt Steve Lawrence. Steve sings *All About Love* and the U. S. Army Band Orchestra plays *Jeepers Creepers*, *Chelsea Bridge* and *Hurry Up And Wait*.

*Program 61* for release week of August 10 features the music of the U. S. Army Band Orchestra. Selections include *Dark Eyes*, *The Continental*, *Belle Of The Ball* and *Riverboat Shuffle*.

*Program 62* for release week of August 17 features the U. S. Army Band Orchestra. Musical selections include *Blue Tango*, *Claire's Tune*, *Bojangles* and *Polly Wolly Doodle Mambo*.

The U. S. Army Band is featured on *Program 63* for release week of August 24. The Orchestra plays *Take The A Train*, *For Dancers Only*, *The Pennywhistle Song* and *The Eagle Screams*.

The music of the U. S. Army Band Orchestra is featured on *Program 64* for release week of August 31. Selections include *South*, *Hurry Up And Wait*, *I Could Write A Book* and *Jeepers Creepers*.

#### **Country Style, U. S. A. —**

Talent appearing on this top-notch Country and Western weekly transcribed series includes Ray Price, Hank Snow, Ted Harris, The Jordanaires and June Carter.

*Program 207* for release week of August 3 features Ray Price with guest Floyd Cramer. Ray sings *San Antonio Rose*, *I'll Keep On Loving You* and *Peace in the Valley* and Floyd is featured on *Don't Fence Me In*.

*Program 208* for release week of August 10 features Hank Snow with guest June Carter. Hank sings *I'm Moving On*, *Little Buddy* and *My Life With You*. Guest June Carter sings *I'm All Broke Out With Love*.

*Program 209* for release week of August 17 features Ted Harris with guests The Jordanaires. Ted sings *I Want To Be Alone*, *Lonesome Avenue* and *I'm A Fool To Care*. Guests The Jordanaires sing *This Little Light of Mine*.

*Program 210* for release week of August 24 features The Jordanaires with guest Helen LaCroix. The Jordanaires sing *Working On A Building*, *When I Move Into My Father's House* and *Shine On Me*. Guest Helen LaCroix sings *I Get The Blues When It Rains*.

*Program 211* for release week of August 31 features June Carter with guests The Jordanaires. June sings *It's My Lazy Day*, *Still Water Runs The Deepest* and *Give Me Your Hand*. The Jordanaires sing *Light of Love*.

#### **Steve Lawrence Show —**

This new transcribed show has been shipped to over 800 radio stations in the month of July. It features Pvt Steve Lawrence spinning hit tunes of the day and visiting with prominent guests such as Eydie Gorme, Joe Reisman, Hugo Winterhalter, Pat Boone and others. This series is distributed in a package of 14 shows per delivery and is being scheduled for weekly airing by radio stations.

#### **Army Hour —**

Brochures and tapes of this radio show have been forwarded to the First Army Area for programming. When the tapes have been thoroughly circulated in that Army Area they will be bicycled to the Third Army Area and then throughout all Army Areas. See July issue this publication.

#### **Network Programs**

(These programs are listed for informational purposes only; not available for requisitioning)

#### **At Ease —**

Saturdays 1835 — 1855. Soft music for relaxing mood by the U. S. Army Band Orchestra and Chorus, with all time favorites setting the pace.

#### **Songs By Steve Lawrence —**

Saturdays 1130 — 1200. (New York broadcast from 2000 — 2030 hours.) Aired over the Columbia Broadcasting System Network on Saturday mornings, featuring songs by Steve Lawrence and the music of the U. S. Army Band Orchestra under the direction of Maj Hugh Curry.

#### **Army Hour —**

A regular Mutual Network program on a public service basis. The program is heard in the United States over the Mutual Broadcasting System plus an additional 50 independent stations. It is also broadcast overseas via AFRTS. This weekly radio series is produced by the Radio-TV Branch; Troop Information Division.

## **Television**

#### **Command Performance —**

It was hoped that this issue would carry the complete list of television stations around the country that will be carrying the *Command Performance* series this fall. Because the networks have not published the national programming schedule, the local stations are unable at this time to supply us with firm programming times. Local programming of the new series is planned to begin around the middle of September. The starting list of TV stations will be published in October after all of the programming schedules become firm.

## **Films**

#### **Signal Corps**

Every month when we receive new listings of film releases that have been placed in Central Film Exchanges they are published in this column. These films cover such a wide range of subjects that you will find many that will please, entertain and increase interest and attendance at meetings you may have with civic groups. Many of these films are truly outstanding. Photography, acting, direction and production are of top quality, and those attending these showings would have to spend a lifetime of travel to visit the places you can show them through the magic looking glass of these motion pictures. A recent Army announcement states that these films may be borrowed by civil, fraternal, community, business, trade, professional and other groups of institutions for public, non-profit exhibition. In all probability there are few of these groups aware of this procedure. *This is where you, the recruiter, can create sound public relations with your community by selecting some of these films for showing before civic groups.* Army Film Exchanges have motion pictures,

*(Continued on page 20)*

## Publicity Props (Cont'd)

16mm, covering many fields: medical, technical, trade, military, scientific, recreation, equipment use and maintenance, and many others. These films can help show citizens the Army's vital role in National Security, and recruiters are urged to show or at least recommend the films to their civilian friends whenever the opportunity arises.

### New releases:

#### *I & E Sportsreel* —

AFIF 235, 19 min., 1959, Black and White. Football Bowls—Rose, Sugar, Cotton, and Orange; Pro Title Playoff—football; Davis Cup Tennis; Grid Thrills of 1958.

#### *I & E Sportsreel* —

AFIF 236, 19 min., 1959, Black and White. Winter sports, bowling, basketball All-Stars, and indoor track; spot announcement on observance of safety rules to prevent accidents.

#### *I & E Sportsreel* —

AFIF 237, 20 min., 1959, Black and White. Goodbye Winter—wind up of winter sports season—track, boxing, and ice-skating; Hello Spring—major league baseball teams in training.

#### *The History of the U.S. Army Uniform* —

AFSM 567, 20 min., 1959, Black and White. The film, shot at the Quartermaster Depot, Fort Lee, Virginia, depicts the soldier's uniform from the Revolutionary era to the modern Army green uniform and special duty garb for warm and cold weather operations. With the backdrop of an original musical score played by the Army Band, the film explains some of the reasons for varied dress and relates the beginnings of the standard or uniform military dress in the middle of the 19th century. Parallels between civilian and military dress are discussed as well as effects of the European full dress uniform on our military styles.

### Commercial

#### *A Private's Affair* —

20th Century Cinemascope starring Sal Mineo, with Gary Crosby, Barry Coe, Terry Moore, Christine Carere and Jim Backus. This is an extremely funny comedy about three draftees who form a singing trio and are chosen to appear on a TV show, a la Ed Sullivan style. The trials and tribulations begin when one of the draftees is married to a lady Assistant Secretary of the Army through a mistake. The Departments of Defense and Army interpose no objection to recruiters cooperating with the showing of this film.

### Army Field Band

The Army Field Band of Washington, D. C. has been on tour since the latter part of June and will continue on tour until sometime in September. The itinerary for August is listed below. It should be noted that the new state of Alaska is on this itinerary. This will mark the first appearance of an Armed Forces Band in Alaska since it became the 49th state and will take the band to the northernmost state in one of the longest trips, both in duration and mileage, ever scheduled by the Army's most traveled band. The Army's internationally-famous touring band, commanded and conducted by Maj Chester E. Whiting will present a dozen concerts during late August and early September in Fairbanks, Anchorage, Port Whittier

and Kodiak, and at Armed Forces installations in the new state. Prior to its departure for Alaska from Denver, the band will present six mid-August concerts in the State of Colorado during that state's "Rush to the Rockies" program in celebration of its centennial. Traveling in its own 10-vehicle convoy, the band has been playing its way through many states.

Date	City	Hotel	Concert Site & Time
Aug.			
1	San Antonio, Tex.	Gunter	2000
2-3	San Angelo, Tex.	Cactus	City Auditorium 2030
4	Abilene, Tex.	Motel Sunset Lodge	City Park 2030
5-6	Lubbock, Tex.	Lubbock	Civic Auditorium 2000
7-8	Roswell, N. M.	Motel Royal	N. M. Mil. Inst. 2000
9-10	Ft. Bliss, N. M.	Ft. Bliss	El Paso H. S. Audit. 1930
11-12	Albuquerque, N. M.	Sandia Base	Sandia Field House 2000
23	Fairbanks, Alaska	U. of Alaska Dorm.	LADO A. F. Base #1 1400
24	Fairbanks, Alaska	U. of Alaska Dorm.	Lathrop H. S. Gym 2000
25	Fairbanks, Alaska	U. of Alaska Dorm.	Eielson A. F. Base 2000
26	Ft. Greely, Alaska	Ft. Greely	Ft. Greely 1900
27-28	Ft. Richardson	Westward Hotel	Buckner Field House 2000
29	Elmendorf A. F. Base	Westward Hotel	Talkeetna Theater 1400
30	Anchorage	Westward Hotel	Anchorage H. S. Audit. 2000
31	Port of Whittier	Westward Hotel	Outside Hodge Bldg 1900
Sept.			
1	Kodiak Naval Station	Naval Station	Billiken Theater 1600
			Kodiak H. S. Gym 2030

### U. S. Army Exhibit Unit

See July issue for itinerary and descriptions of touring units.

### Promotion Almanac

#### August 1959

- 12 — Spanish-American War ended
- 14 — VJ Day (end of war with Japan)
- 19 — National Aviation Day
- 20 — Civil War proclaimed officially ended

#### September 1959

- 1-30 — Sons' and Daughters' month
- 7 — Labor Day
- 17 — Citizenship Day
- 26 — Kids Day

#### October 1959

- 1-31 — National Science Youth month
- 18-24 — United Nations Week
- 31 — Halloween

# BIG PICTURE To Initiate New Distribution Plan in September

A flurry of mid-year plans have been formulated in The Pentagon which will have a tremendous effect in the field and in the television stations across the nation.

The growth and scope of THE BIG PICTURE television series make it necessary for the Department of the Army to provide for a firmer control and more realistic approach toward obtaining solid bookings of the individual episodes with the TV stations. It is also essential for a product of this nature, which is of equally vital interest to our own troops, to be made available for indoctrination type training at an earlier date than heretofore.

The combined facilities of the Office of the Chief of Information and the Office of the Chief Signal Officer lend themselves splendidly to field control, providing for local representation and allowing for person-to-person verbal communication between Public Information and Pictorial Exchange personnel with television programming management.

It is now planned that THE BIG PICTURE distribution become the responsibility of the Army Commanders. It will be accomplished as follows:

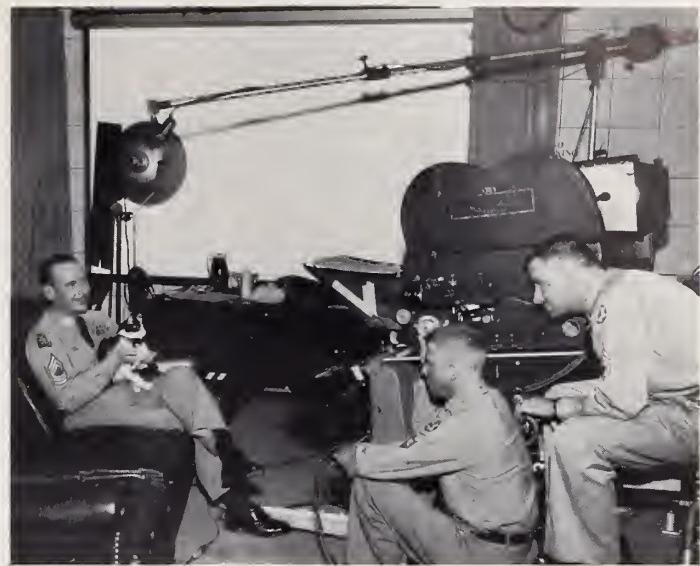
Effective September 1, 1959 a minimum of three new BIG PICTURE releases will be placed in the Central Film and Equipment Exchanges of the six Army areas and the Military District of Washington. The number of prints will be prorated, based upon the number of television stations geographically located within each respective command. A total of 136 prints will be processed to meet this over-all distribution.

The release of each new program to the field will contain a 90-day restriction which will confine its use to television stations only. This will allow the Film and Equipment Exchanges, their Directors, and the Public Information Offices approximately 30 days from the date of receipt of a new issue to make firm bookings with those TV stations which wish a first-run product in key market areas.

After the 90-day television restriction, the subject film will be releasable for use by the Armed Forces and other types of public non-profit showings. After 18 months from the date of release, BIG PICTURES will be withdrawn from the television market.

Since THE BIG PICTURE provides an avenue of address to the American people through the medium of television, there will be times when the Department of the Army will have a "crash" message to put across and under these conditions the Chief of Information will depart from the normal in that, where possible, 30 days prior to production completion, the PIO's, Recruiting Publicity Supervisors, and Film Exchange promotional personnel will be alerted through the Army Commanders to contact TV stations to insure maximum first-run utilization within a 10-day period of time. Under such conditions the distribution to the Film Exchanges will be increased by 50 percent over the normal quota.

THE BIG PICTURE programs, in effect for nearly eight years, started off with approximately 65 television stations across the nation receiving the product. At its peak following the Korean conflict, the program reached a maximum objective of service to



Opening for BIG PICTURE film episode "The Unseen Weapon," a story of the Army's Chemical Corps, is filmed in the Nation's Capital. MSgt Stuart Queen, host-narrator for the TV series, holds Speedy, the famous cowering cat, a featured player in the episode.

over 370 TV stations. The distribution control of this program during the entire period of its phenomenal growth was contained solely in the offices of the Radio-TV Section of the Public Information Division and the Requirements Section of the Distribution Branch, Army Pictorial Center.

Today the picture has changed. THE BIG PICTURE is now under the immediate supervision of the *Chief, Troop Radio-TV Branch, Troop Information Division, Office of the Chief of Information, Department of the Army*. With the change, recommendations and suggestions for improving THE BIG PICTURE distribution pattern are encouraged.

THE BIG PICTURE needs the support of everyone in Army Green. The reasons are simple:

**Competition:** In some markets, stiff competition from local TV shows has sent BIG PICTURE ratings down. The number of stations in a given market that program the series can affect ratings and thus reduce impact on the audience.

**Lead-ins:** While the carry-over audience from a preceding show may boost the BIG PICTURE audience in some markets, it can also depress it.

**Air times:** Delayed telecasts or old series in THE BIG PICTURE may cause reshuffling of the series into time periods less desirable, hence a rating drop.

**Regional taste:** Program appeal may vary considerably depending on the section of the country. A "buster" in one area may flop elsewhere.

How to jack up THE BIG PICTURE:

**Ask for help:** Offer to work with the station to stimulate local interest in THE BIG PICTURE. They'll work with you, if asked. No station wants a weak link.

**Support the show:** If the show is weak in a market, try cross-plugs with other media—spot TV and radio. Work with local organizations, AUSA chapters, veterans' organizations, etc.

**Aid from talent:** If the market is sufficiently important to the Army, yet ratings have slumped, promote a personal appearance in the area of DA representatives or individuals associated with the show.

And finally, let's stop referring to THE BIG PICTURE as Army film and "combat documentaries." Let us call THE BIG PICTURE a series of "telementaries" specially created for television stations as a public service.

# Benefits

with

## Bergmann

### Army Retirement

Have you ever dreamed of being a man of leisure, no longer having to work regular hours and having all the things you've ever wanted? Well, who hasn't! If you'll just be a bit modest in your retirement dreams and eliminate such desires as a private island, a yacht, or Brigitte Bardot, you are then getting mighty close to the normal retirement expectations of the average American soldier.

Perhaps you are one of those career soldiers who plans to retire after 20 years of service and go into some private business venture. Well, this too may be a dream. But, it is one that has come true for thousands of retired soldiers. Think of it—it's possible for a career soldier to retire with half of his regular pay at only age 37, the prime of life for the average man!

Imagine having a regular income to back up your business venture! No wonder so many successful business men are retired soldiers. Why I know a couple of business men (retired soldiers) around 40 years of age who nevermore let business interfere with pleasure. Every now and then you'll see a sign on their doors saying, "Gone Fishing" or "Golfing." You can hardly get ulcers that way.

*"The rule of my life is to make business a pleasure, and pleasure my business."* (Aaron Burr)

### Your "Castle in Spain"

Some of us think of retirement as being completely divorced from work-a-day problems. Of course, just living is a problem of a sort. However, did you know that you can retire any place in the world, with free Government transportation thereto, except the "Iron Curtain" countries, and still retain your American citizenship and receive your retired pay regularly? Why there are places in this world where you can live like a king on the retired pay of the average soldier.

A castle in Spain? Well, maybe not a castle. But brother, you can join hundreds of retired American military personnel who are living along the beautiful coastal regions of Spain. And in

homes more comfortable than many of the old "castles in Spain."

Spain is of course only one of the popular places where American servicemen have found the cost of living reasonable and the year round weather compatible with a retired life of leisure. Mexico, our southern neighbor, has large communities of retired American servicemen. In fact, you'll find retired American soldiers living in all of the world's best resort areas.

### What Is Retirement?

*"I consider the pension list of the Republic as a roll of honor."* (Grover Cleveland)

The word *retirement*, although having several meanings and connotations, is one which brings, to the average soldier, thoughts of green pastures, a rose covered cottage, and relaxed contentment. In the Army we generally speak of *retirement* in connection with leaving the service after completing 20 years or more of active duty or being placed on one of the disability retired lists. According to the dictionary, the word *pensioned* probably more correctly defines Army retirement than does the word *retired*. However, because common usage gives somewhat a charitable connotation to the word *pensioned* and because military retirement is definitely an *earned* benefit, the term *retirement* is preferred.

### Historical

Until recent years, rewards for military service in this country were very small indeed. Early Americans, used to fighting their own battles, felt little if any need for a large peacetime army, and this, it appears, affected early efforts to obtain enactment of legislation which would provide benefits for ex-career servicemen.

In 1776, Congress provided that tracts of land be given to soldiers with war service. This land grant, however, may have been more inducement than reward. It was not until 1790 that the first pension for military service was enacted by Congress, when it provided that \$5.00 per month be awarded to totally disabled veterans of both the War of 1812 and the Revolutionary War. Then in 1818, some



By MSgt Bob Bergmann

what late perhaps, Congress authorized pensions ranging from \$8.00 per month for privates to \$20.00 per month for officers of the Revolutionary War. In 1851 a pension of \$8.00 per month was authorized for any serviceman totally disabled in line of duty.

### Solid Security

The security offered by an adequate retirement system is probably the most outstanding reward of a successful Army career. I can think of nothing more comforting than the knowledge that my children will never have financial burdens placed upon them for the support of an aged or non-productive father.

We career soldiers, unlike the run-of-the-mill civilians, prefer the security of paid retirement during our autumn years in preference to having the eye-appealing higher cash salary now. Besides, where the civilian is paying taxes on that extra cash in his salary, we pay no tax on the accumulative value of our Army retirement plan.

Appreciation, however expressed, is the finest balm for healing the tired bodies of faithful workers and, it seems, the best way to express this appreciation, in these cases, is in a way that reduces or eliminates the need of work during the later years. I'm sure you'll agree, this can best be done with a paid retirement which practically eliminates financial worries during life's waning years. Yes, our retirement plan is solid security!

### Complex Subject

The laws affecting retirement with pay are complex and the regulations probably even more so, particularly those concerning disability compensation. Because these retirement laws are exacting and the regulations so specific, one must constantly refer to them for the correct answers. Every reader will have a different question on the subject of retirement. Therefore, attempts to anticipate these questions are doomed to failure. Of necessity then, except for brief mention, the subject matter of this article will be confined to the normal retirement for length of service.

## Disability

Disability retirement eligibility is determined by special medical boards and the percentage of pay for compensation is decided by other boards of officers. The governing regulations and directives for these boards are very intricate and involved. Therefore, it would serve no good purpose to attempt a coverage here. I might, however, point out that the officers who sit on these physical disability determination boards are carefully selected for their experience and special qualifications.

## Service Retirement

After 20 years of active honorable Federal service you, as a member of the Regular Army, are eligible for retirement with a minimum of 50 percent of your base pay each month as compensation for the rest of your life. The amount of this compensation is based on the total number of years of service for longevity multiplied by 2½ percent of your base pay. Any period of six months or more is counted as a full year in computing this pay. If you have been credited with extraordinary heroism in line of duty this will be increased by 10 percent. However, in no case is more than 75 percent of your base pay authorized.

## Counting Service

Creditable service for retirement differs from that for longevity and other purposes.

In computing time for retirement, only active Federal service is counted. All bad time, such as AWOL or periods of confinement and breaks in service, however small, are deducted. Ex-National Guardsmen may count periods of field training where Federal pay was authorized. In short, any active Federal service: Army, Navy, Air Force, Coast Guard, Marine, Army of the United States or any component thereof will be counted. Service as a commissioned officer, warrant officer, flight officer, and enlisted man are added together.

## Privileges

Retirement with from 50 to 75 percent of your pay is indeed great to look forward to. But have you considered all the other privileges that tie in with your retirement? Look at these:

- Transportation for you, your dependents, and your household goods to a home of your selection anywhere in the world, excluding "iron curtain" countries.
- Medical care for you and dependents.
- Space available transportation on government vessels and aircraft.

● Exchange and commissary privileges.  
● Emergency financial assistance (AER-ARS-ARC).

- Guaranteed home loans.
- Education and training rights.
- Employment assistance.
- Civil service preference.

## Your Oyster

As a retired soldier you retain just about every privilege you now have plus all the veterans' benefits. Think of it, steady income and no worries of unexpected medical and hospital bills. With this security and the space-available travel privilege, you can, if so inclined, spend the rest of your days traveling throughout the world. Yes, the world will be your oyster.

*"To have no worries is sublime—  
Add no wants and be divine."*

*Editor's Note:* It is with regret that we must announce this as the concluding article to be submitted by MSgt Bob Bergmann. His articles have been most comprehensive and written in a style that was understandable. Several posts and stations have reprinted the articles in pamphlet form for distribution to their personnel. Bob is being transferred this month to a new post, Fort MacArthur, and within a year will sing his Army "Swan Song" through retirement. The staff of this publication extends its thanks for the privilege of having been able to place in print the informative articles that Sgt Bergmann has furnished.

## Booster Boosts Recruiting

*The Booster*, the weekly newspaper in the Columbus, Ohio, area, is running a four-week series of articles by each of the Armed Forces on what it has to offer the young man facing military service. Mr. Don C. Hollenback, managing editor of *The Booster*, is largely responsible for this outstanding community service.

1st Lt David M. McBride, special projects officer at the Columbus, Ohio, USARMS, met Mr. Hollenback at a Cerebral Palsy drive meeting where, in the course of conversation, the series of articles was born. The series, rather than being a cut and dried list of rules and regulations, is informative and interesting.

All too often, the small weekly or semi-monthly paper is overlooked in favor of the large daily newspaper. These small publications are restricted in geographical area but they usually carry the message into every home.

Mr. Hollenback was recently presented a Certificate of Appreciation for his efforts on behalf of the U. S. Army Recruiting Service.

## Reenlistment Council Convincing



The Senior NCO Reenlistment Council appointed by the commander of the U. S. Army Hospital at Fort Ord, Calif., meets to interview SP4 Leslie A. Guy, who was undecided about reenlisting. There was no doubt in his mind, however, after talking with the council who have over 103 years of combined service. The hospital was the first to take this means of implementing Post Commander Maj Gen Carl F. Fritzsche's policy that senior NCO's be utilized to further the post reenlistment effort. From left to right of the council table are 1st Sgt Alfred S. Williamson, recorder; MSgt Joseph D. Budo, member; Sgt Maj Robert D. Foster, chairman; 1st Sgt George L. Foulkner, member; and 1st Sgt Walter J. Gorick, member.

# CHOICE NOT CHANCE

**FLARE**

A new plan to meet today's needs—  
TODAY'S ARMY IS DIFFERENT

UNIVERSITY OF FLORIDA

3 1262 09682 3462

Here's how the Army's new  
**"CHOOSE-IT-YOURSELF"**  
plan works...

## 1 CHOOSE

your vocational  
training

...before enlistment!

## 2 QUALIFY

via aptitude  
and

physical exams  
(at no obligation)

...before enlistment!

## 3 and KNOW

...before enlistment

Listed on this page are more than 50 Types of Job Areas that are open in Today's ARMY ... Which ones appeal to you?

### SUGGESTION!!!

First CHECK ( ) all the jobs you think you might like to train in . . . then go back and rate them 1, 2, 3, in order of your choice.

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_

3rd Choice \_\_\_\_\_

Perhaps you'd like to know more about the types of jobs listed. Just send your name, age, choices and address to:

## U. S. ARMY RECRUITING STATION

Have you ever thought of designing a full-page newspaper ad and then felt "stymied" when you tried to dream up the contents and layout? This is a portion of a full-page ad which originated at the Indianapolis, Indiana, USARMS. We could show only part of the ad because of having to reduce it in size; but this portion should give you a very good idea how pictures, etc., may be lifted from recruiting publications and incorporated into an ad for your local needs. The headline and drawings came from the Scriptographic booklet, "Now You Can Pick Your Vocational Training." Indianapolis area recruiters had such great success with the booklet they decided to incorporate the idea into an ad. With ingenuity and imagination, and sponsorship by your local merchants or newspaper, many more recruiting publications could be made into full-page ads.

